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382

How to light a bulb with a strip of rubber

607/11

ANOTHER REASON FOR GOOD YEAR LEADERSHIP

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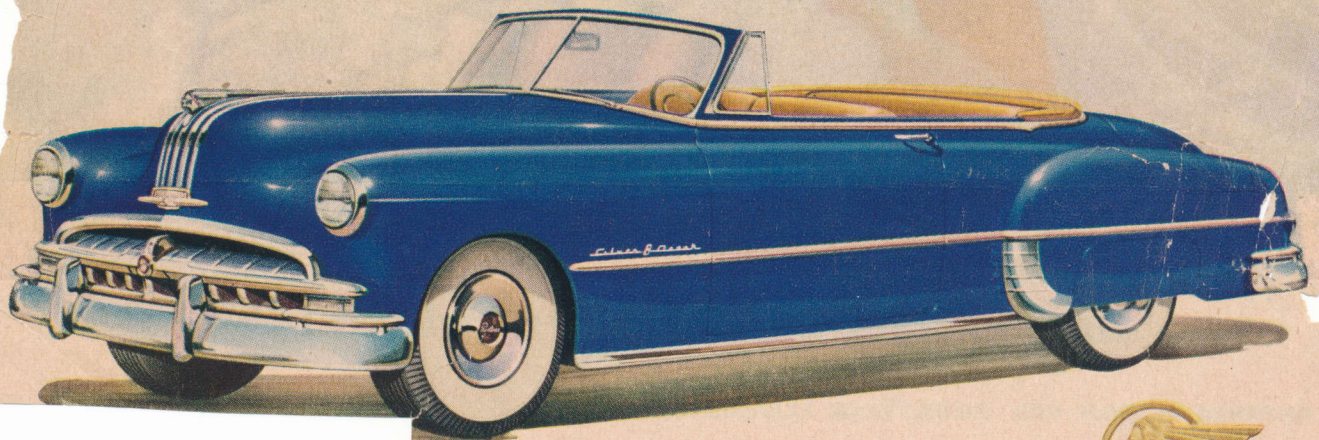
has already found many interesting applications.

Installed on the leading edge of an airplane's propeller, it transforms electricity into heat to prevent icing. Serving as auxiliary heaters, flat sheets of Pliotherm can be made to throw out uniform, radiant warmth...or when used on outdoor steps, exposed to wintry weather, generate heat to prevent the hazard of slipping.

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hit "Kiss Me, Kate"

PONTIAC



you make a Sweetheart your own

ditions is the June
complete happiness,

every happy couple
are truly,

pride to those who own it, than

Even more important, Pon
a fitting and satisfying
happy miles for a long,
like all its predecessors,
long and busy life.